<u>What is claimed is:</u>

1. A method comprising the steps of:

altering the pit-pattern of a visual design to embed a digital watermark therein; and

applying the embedded visual design to physical media.

2. The method according to claim 1, wherein the physical media comprises one of at least a SACD, CD, DVD, laser disc, mini-disc, and CD2.

3. The method according to claim 1, wherein said applying step comprises pit-signal processing.

4. The method according to claim 1, wherein the digital watermark is imperceptible in comparison to the visual design.

5. The method according to claim 2, wherein the visual design comprises a visual watermark.

6. Media including a plurality of pits, said media comprising:

a visual design formed by the plurality of pits; and

a digital watermark embedded within the visual design.

7. The media according to claim 6, wherein the media comprises one of at least a SACD, CD, DVD, laser disc, mini-disc and CD2.

8. The media according to claim 6, wherein the digital watermark is embedded by varying pit locations of a subset of the plurality of pits.

9. The media according to claim 6, wherein the visual design comprises a visible watermark.

10. The media according to claim 9, further comprising a watermark embedded within data stored on the media.

11. A method of verifying the authenticity of media, wherein authentic media comprises a digital watermark embedded in a visual design formed by pits in the media, said method comprising:

presenting the media to a watermark detector; and

when a watermark is found, linking to content related to the media through information carried by the watermark.

12. The method according to claim 11, further comprising the step of authenticating the media by successfully completing said linking step.

13. The method according to claim 11, wherein the media comprises a digital watermark embedded on a non-data side of the media, and wherein said method comprises the step of detecting the digital watermark on the non-data media side.

14. The method according to claim 13, wherein said non-data side watermark is compared to the watermark embedded in the visual design.

15. A method to identify physical media comprising the steps of:

analyzing an visual pattern on the physical media; and

identifying the physical media through said analyzing step.

16. The method according to claim 15, wherein said analyzing step comprises at least one of pattern recognition, hashing and fingerprinting.

17. The method according to claim 16, wherein said analyzing step determines a value corresponding to the visual pattern and the value is used in said identifying step to identify the physical media.

18. The method according to claim 17, wherein the value is used to index a database comprising information related to the physical media.

19. The method according to claim 17, wherein the physical media comprises at least one of a SACD, CD, DVD, laser disc, mini-disc and CD2.

20. The method according to claim 19, wherein the visual pattern comprises a pattern of pits on a data side of the physical media.